

INNA GORDIN

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JOB OBJECTIVE

A marketing executive position with a growth-oriented company where my extensive IT marketing knowledge and skills will have an immediate impact on corporate profits and brand awareness.

PROFESSIONAL SUMMARY

- 11+ years of extensive marketing experience in technology-oriented business
- Full departmental responsibilities including team and budget management
- Excellent creative, analytical, decision-making and problem-solving skills
- Proficient in online and traditional marketing and advertising, including SEM
- Hands-on corporate website development and management
- Product positioning and promotion within direct, channel and vertical markets
- Extremely sales oriented with strong background in sales material development
- AWARDS: **Microsoft Sales and Marketing Partner of The Year Award, IAWMD Golden Web Award, Best in Management Award**

PROFESSIONAL EXPERIENCE

VP of Marketing

Mar 2007 – Sep 2008

AvePoint, Inc. Jersey Cit, NJ

www.AvePoint.com

*A leading Microsoft
SharePoint Infrastructure
Management Software
Provider, Award-winning,
Privately Held*

- Responsible for all corporate marketing, including online and traditional advertising, event marketing, corporate positioning and community outreach programs.
- Managed a yearly marketing budget of \$1,200,000.
- Completely revamped corporate website instantly repositioning existing product line and increasing software trial downloads by 110%; unique visitor web traffic download conversion rates reached 9%. Developed an educational video and software tutorial library.
- Generated new sales by planning and implementing of all direct response media campaigns, including webinar and email marketing, with ROI ranging from 150% to 1,000%. Supported aggressive sales growth with up to 12,000 of high quality leads per quarter.
- Managed all industry tradeshows and events. Launched a series of multi-city road shows, which assisted in closing nearly \$1,000,000 in sales revenue.
- Implemented a powerful Search Engine marketing strategy: paid SE campaign delivered 12% conversion and a historically lowest CPL; natural SE optimization resulted in high, first page positioning on most relevant keywords delivering over 40% of total website traffic.
- Managed all product marketing activities through various media and PR channels – won multiple awards including “Best of Tech-Ed 2008” award for best SharePoint product.
- Developed and managed all corporate materials including product brochures, white papers, case studies, tradeshow materials, sales presentations, competitive analysis, product CDs.
- Increased assets by developing a network of 3rd party SharePoint experts contributing industry-related information to company’s communication vehicles.
- Launched community outreach programs, including monthly newsletter and regional email campaigns. Managed the release of a community forum site RealSharePoint.com.
- Launched all global online properties for EMEA and APAC regions.

Director of Marketing

Jul 2005 – Mar 2007

Apptix Corporation, Web Properties Division Secaucus, NJ

*SaaS provider (Messaging
and Collaboration
Solutions), Hosted
Microsoft Exchange and
SharePoint, Publicly
Traded*

- Responsible for marketing and advertising for all direct properties of Apptix Corporation.
- Developed and launched new online properties: ASP-One.com and SharePointSite.com with instant 30% trial sites increase. Overall annual sales increased by 80% for both divisions. Received a prestigious Microsoft Sales and Marketing Partner of The Year Award.
- Developed industry-unique Microsoft Exchange Cost Assessment Report distributed to ASP-One potential buyers as well as through a Microsoft co-managed campaign.
- Launched a unique customer communication program, including a regular administrative messaging and educational end-user subscription-based newsletter program.
- Developed SharePoint lead-generating program with new Trial sales/support materials and scheduled webinars increasing sales conversion rates by 27%.
- Corporate Channel Support: Launched a product-oriented micro site for Bell Canada - productivitypak.bell.ca; coordinated design and production of Apptix corporate website.

**Senior Interactive
Marketing Manager**
Aug 2004 – Jul 2005

**Astaro Corporation,
Burlington, MA**
*Network Security
Applications and
Appliances, Award-
winning, Privately Held*

- Generated new sales by planning and implementing Internet and traditional media campaigns, including email, webcasts and direct mail promotional campaigns. Most successful direct mail campaign delivered 400% ROI. Lead attainment increased by 87%.
- Produced company website targeted towards large corporations and VARs - lead acquisition increased by 100% monthly and average sales ticket increased from \$1,500 to over \$3,700.
- Developed a go-to-market program for Educational markets: identified customer needs, produced campaigns and sales training, repackaged product to fit funding requirements.
- Implemented and managed search engine advertising campaigns, which delivered highest closing rate at historically lowest cost. CPL (software download) decreased from \$76 to \$37.
- Supported Product Marketing department in successfully launching new security appliance line through various internal and external media sources.
- Developed and produced online Partner Portal hosting sales and marketing tools, licensing information, promotional materials and self-help tools to ensure success of existing VARs.
- Established a channel strategy by identifying and producing sales and marketing materials.

**Senior Marketing
Manager**
Jun 2002 – Aug 2004

**Intermedia.NET, Inc.,
New York, NY**
*Web and Exchange Hosting
Services, Privately Held*

- Initiated and coordinated production of a corporate website with product repositioning and higher level of customer acquisition. Within 6 month company sales increased by 30%.
- Managed a yearly marketing budget of \$1,000,000.
- Generated new revenue stream by developing unique, unified product line: integrated Web Hosting with Hosted Exchange - 18% of Web hosting customers expanded into Exchange.
- Generated new sales by deploying various online and traditional direct response campaigns for all products. Increased ROI for Hosted Exchange from 98% to 167%.
- Implemented new Search Engine Optimization tactic that delivered 2nd organic placement.
- Developed creative and marketing communications approach for all products.
- Improved company's CRM efforts, established a procedure of collecting customer feedback.
- Provided strategic consulting on usability redesign of acclaimed control panel (HostPilot) including new purchase pages that simplified customer experience, reduced drop out rates.
- Provided consulting on product development. Supported OEM integration for Register.com.
- Responsible for all brand development efforts through a PR agency of record.

Director of Marketing
Sep 2000 – Jun 2002

**DataPeer, Inc.,
Fort Lee, NJ**
*Enterprise Data Storage,
Privately Held*

- Responsible for all marketing activities and overall development of corporate image and creative approach. Assembled and managed a team of eight marketing professionals.
- Fully responsible for all media placement. Managed a \$2,500,000/year marketing budget.
- Launched print campaign for High-end Data Storage Services that delivered outstanding 57% RSR and 47% RRR, as per Harvey Communications.
- Launched a demand generation campaign co-produced with Gartner.
- Created a successful online advertising campaign for Data Storage Services with 279% ROI.
- Produced and distributed an interactive promo CD resulting in 150/mo enterprise prospects.
- Together with Product Development team produced new Web-based products. Designed concept and features of new provisioning tool lowering customer cancellations by 17%.
- Contributed to all company-wide decisions.

Marketing Manager
Jul 1997 – Sep 2000

**9NetAvenue, Inc.,
Secaucus, NJ**
*(acquired by XO
Communications, Oct'99)
Hosting, Publicly Traded*

- Responsible for the production and management of 9NetAvenue's corporate Web site.
- Managed a yearly marketing budget of \$3,000,000.
- Developed an advertising campaign that dramatically expanded company's customer base. Brought the company's COA to \$228, an all-time low and one of the lowest in the industry.
- Produced online creative that resulted in 100% increase of new customer acquisition and tripled lead generation compared to results delivered by a leading online advertising agency outsourced by XO Communications.

EDUCATION

Bachelor of Science in Civil Engineering, Minor in Architecture, Riga Technical University

References available upon request | Portfolio is available at www.7Butterflies.com